

Rep Order#	6861695	Ver#	3	Status	Revised
EC'd	Yes				

Traffic Order# 213177

**Printed:** 10/09/2012 8:38 AM  
**Last Received:** 10/08/2012 9:34 PM  
**Showing Buylines:** All Rep Revised Lines

**Station** KASA-TV ALBUQUERQUE, NM.  
**Advertiser** ( ) .MICHELLE LUJAN-GRIS  
**Product** Candidate  
**Estimate#** 1736  
**Buyer** Michele Certo  
**Phone#**  
**Fax#**

Agency ( ) THE NEW MEDIA FIRM  
1322 G STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 347/365/1736  
Flight Dates 10/10/2012 - 10/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

$$\frac{1}{S} = \frac{1}{S_1} + \frac{1}{S_2} + \frac{1}{S_3} + \dots + \frac{1}{S_n}$$

--- REMARKS ---

REV ORDER  
ATTN ALL LINES  
NO CHANGE IN TTL  
PLEASE CNF  
THANKS

In	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*5		PEOPLE'S COURT< Sales Remark: V3 CNX V3 Comment Changed, Spots/week Changed	10/10-10/10	0	\$0.00	:30	0	W	1P-2P	0	\$50.00
*6		PEOPLE'S COURT< Sales Remark: V3 CNX V3 Comment Changed, Spots/week Changed	10/12-10/12	0	\$0.00	:30	0	F	1P-2P	0	\$50.00
*7		PEOPLE'S COURT< Sales Remark: V3 CNX V3 Comment Changed, Spots/week Changed	10/15-10/15	0	\$0.00	:30	0	M	1P-2P	0	\$50.00
*8		PEOPLE'S COURT< Sales Remark: V3 CNX V3 Comment Changed, Spots/week Changed	10/16-10/16	0	\$0.00	:30	0	TU	1P-2P	0	\$50.00
*9		AMR FUN-VIDEOS< Sales Remark: V3 REV RATE V3 Comment Changed, Rate Changed	10/11-10/11	1	\$100.00	:30	1	TH	4P-5P	1	\$100.00

Station KASA-TV ALBUQUERQUE, NM.  
 Advertiser ( ) MICHELLE LUJAN-GRIS  
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 Phone#  
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 Agency ( ) THE NEW MEDIA FIRM  
 1322 G STREET SE  
 WASHINGTON, DC 20003  
 Agency C/P1/P2/E 347/365/1736  
 Flight Dates 10/10/2012 - 10/16/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*10		AMR FUN-VIDEOS< Sales Remark: V3 REV RATE V3 Comment Changed, Rate Changed	10/12-10/12	1	\$100.00	:30	1	F	4P-5P	1	\$100.00
*11		AMR FUN-VIDEOS< Sales Remark: V3 REV RATE V3 Comment Changed, Rate Changed	10/15-10/15	1	\$100.00	:30	1	M	4P-5P	1	\$100.00
*12		AMR FUN-VIDEOS< Sales Remark: V3 CNX V3 Comment Changed, Spots/week Changed	10/16-10/16	0	\$0.00	:30	0	TU	4P-5P	0	\$75.00
*13		NEWS Sales Remark: V3 REV RATE V3 Comment Changed, Rate Changed	10/10-10/10	1	\$1,000.00	:30	1	W	9P-930P	1	\$1,000.00
*14		NEWS Sales Remark: V3 CNX V3 Comment Changed, Spots/week Changed	10/12-10/12	0	\$0.00	:30	0	F	9P-930P	0	\$500.00
*17		PC Sales Remark: V3 PART OF MKGD.. V3 Added	10/10-10/12	1	\$150.00	:30	2	W,F	12P-1P	2	\$75.00
*18		PC Sales Remark: V3 PART OF MKGD V3 Added	10/15-10/15	1	\$50.00	:30	1	M	12P-1P	1	\$50.00

---REPORT TOTALS---  
 Report Totals: 7 / \$1,500.00

---SALES MONTHLY TOTALS---

EC'd Yes  
Last Received: 10/08/2012 9:34 PM  
Showing Buylines: All Rep Revised Lines

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) MICHELLE LUIAN-GRIS  
Product Candidate  
Estimate# 1736  
Buyer Michele Certo  
Phone#  
Fax#

Agency ( ) THE NEW MEDIA FIRM  
1322 G STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 347/365/1736  
Flight Dates 10/10/2012 - 10/16/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Oct 12: 13 / \$2,560.00  
Sales Totals: 13 / \$2,560.00  
Station Totals: 13 / \$2,560.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$32,000

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE

CABL 0%	KASA 8%	KASY 0%	KLUZ 0%	KOAT 37%
KOB 29%	KRQE 26%	KWBQ 0%		

# KASA

Albuquerque, NM

Lujan-Grisham for Congress

Kasa # 213177 - Ace #6861695 - Date - 10.8.12

## NA/PGM CHANGES

LN	DATE	DAY(S)	TIME	PROGRAM	Length	# SPOTS	RATE	RATING	GRPS	TOT \$	COMMENTS
5	10/10	Wed	1-2p	Judge Mathis		1	50		0	50	ordered as People's Court
6	10/12	Fri	1-2p	Judge Mathis		1	50		0	50	ordered as People's Court
7	10/15	Mon	1-2p	Judge Mathis		1	50		0	50	ordered as People's Court
8	10/16	Tue	1-2p	Judge Mathis		1	50		0	50	ordered as People's Court
9	10/11	Thur	4-5p	America's Funniest Videos		1	75		0	75	
10	10/12	Fri	4-5p	America's Funniest Videos		1	75		0	75	
11	10/15	Mon	4-5p	America's Funniest Videos		1	75		0	75	
12	10/16	Tue	4-5p	America's Funniest Videos		1	75		0	75	
13	10/10	Wed	9-930p	News 13 of 2 Kasa Fox 9-930p		1	500		0	500	
14	10/12	Fri	9-930p	News 13 of 2 Kasa Fox 9-930p		1	500		0	500	
						10	TOTALS		0	1500	

## MAKEGOODS

LN	DATE	DAY(S)	TIME	PROGRAM	Length	# SPOTS	RATE	RATING	GRPS	TOT \$	COMMENTS
	10/10	Wed	9-930p	News 13 of 2 Kasa Fox 9-930p		1	1000		0	1000	
	10/11	Thur	4-5p	America's Funniest Videos		1	100		0	100	
	10/12	Fri	4-5p	America's Funniest Videos		1	100		0	100	
	10/15	Mon	4-5p	America's Funniest Videos		1	100		0	100	
	10/10	Wed	12-1p	People's Court		1	75		0	75	
	10/12	Fri	12-1p	People's Court		1	75		0	75	
	10/15	Mon	12-1p	People's Court		1	50		0	50	
									0	0	
									0	0	
									0	0	
							TOTALS		0	1500	

Rep Order# 6861695 Ver# 1 Status New  
EC'd Yes

Traffic Order# 213177

Printed: 10/08/2012 8:24 AM  
Last Received: 10/07/2012 1:46 PM  
Showing Buylines: All Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM  
Advertiser ( ) MICHELLE LUJAN-GRIS  
Product Candidate  
Estimate# 1736  
Buyer Michele Certo  
Phone#  
Fax#

Agency ( ) THE NEW MEDIA FIRM  
1322 G STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 347/365/1736  
Flight Dates 10/10/2012 - 10/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1	---	DOCTORS<	10/10-10/10	1	\$15.00	:30	1	W	7A-8A	1	\$15.00
Buyline Comment: 4/25											
2	---	DOCTORS<	10/11-10/11	1	\$15.00	:30	1	TH	7A-8A	1	\$15.00
Buyline Comment: 4/25											
3	---	DOCTORS<	10/12-10/12	1	\$15.00	:30	1	F	7A-8A	1	\$15.00
Buyline Comment: 4/25											
4	---	DOCTORS<	10/16-10/16	1	\$15.00	:30	1	TU	7A-8A	1	\$15.00
Buyline Comment: 4/25											
5	---	PEOPLE'S COURT<	10/10-10/10	1	\$50.00	:30	1	W	1P-2P	1	\$50.00
6	---	PEOPLE'S COURT<	10/12-10/12	1	\$50.00	:30	1	F	1P-2P	1	\$50.00
7	---	PEOPLE'S COURT<	10/15-10/15	1	\$50.00	:30	1	M	1P-2P	1	\$50.00
8	---	PEOPLE'S COURT<	10/16-10/16	1	\$50.00	:30	1	TU	1P-2P	1	\$50.00
9	---	AMR FUN-VIDEOS<	10/11-10/11	1	\$75.00	:30	1	TH	4P-5P	1	\$75.00
10	---	AMR FUN-VIDEOS<	10/12-10/12	1	\$75.00	:30	1	F	4P-5P	1	\$75.00
11	---	AMR FUN-VIDEOS<	10/15-10/15	1	\$75.00	:30	1	M	4P-5P	1	\$75.00
12	---	AMR FUN-VIDEOS<	10/16-10/16	1	\$75.00	:30	1	TU	4P-5P	1	\$75.00

TO DO  
MATHS

Need 475

Need

4100

jug  
10/18/12

Station KASA-TV ALBUQUERQUE, NM.  
 Advertiser ( ) MICHELLE LUJAN-GRIS  
 Product Candidate  
 Estimate# 1736  
 Buyer Michele Certo  
 Phone#  
 Fax#

Agency ( ) THE NEW MEDIA FIRM  
 1322 G STREET SE  
 WASHINGTON, DC 20003  
 Agency C/P1/P2/E 347/365/1736  
 Flight Dates 10/10/2012 - 10/16/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
13		NEWS	10/10-10/10	1	\$500.00	:30	1	W	9P-930P	1	\$500.00
14		NEWS	10/12-10/12	1	\$500.00	:30	1	F	9P-930P	1	\$500.00
15		NEWS	10/15-10/15	1	\$500.00	:30	1	M	9P-930P	1	\$500.00
16		NEWS	10/16-10/16	1	\$500.00	:30	1	TU	9P-930P	1	\$500.00

*Need \$1,000*

---REPORT TOTALS---

Report Totals: 16 / \$2,560.00

---SALES MONTHLY TOTALS---

Oct 12: 16 / \$2,560.00  
 Sales Totals: 16 / \$2,560.00  
 Station Totals: 16 / \$2,560.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$32,000	CABL 0%	KASA 8%	KASY 0%	KLUZ 0%	KOAT 37%
		KOB 29%	KRQE 26%	KWBQ 0%		

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12  
 Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6861695	Ver# 2	Status Returned	Traffic Order# 213177	Printed: 10/08/2012 10:01 AM	1 of 2
EC'd Yes				Last Received: 10/08/2012 8:25 AM	
				Showing Buylines: Last Sta Revised Lines	

Station KASA-TV ALBUQUERQUE, NM.	Agency ( ) THE NEW MEDIA FIRM	Rep Firm
Advertiser ( ) MICHELLE LUIAN-GRIS	1322 G STREET SE	Sales Office ( ) PHILADELPHIA
Product Candidate	WASHINGTON, DC 20003	Salesperson ( ) AMY MCCREARY
Estimate# 1736	Agency C/P1/P2/E 347/365/1736	
Buyer Michele Certo	Flight Dates 10/10/2012 - 10/16/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

SEE PROG NOTES AND RATES NEEDED BELOW.

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*1		DOCTORS<	10/10-10/10	1	\$15.00	:30	1	W	7A-8A	1	\$15.00
Buyline Comment: 4/25											
Station Remark: V2 7-8A W/O 10/8 AIRING KRQE BALLOON FIESTA SPECIAL IN NEW MEXICO STYLE. CH PR LINES 1-4											

*5		PEOPLE'S COURT<	10/10-10/10	1	\$50.00	:30	1	W	1P-2P	1	\$50.00
Station Remark: V2 JUDGE MATHIS IN TP. PER NSM JG NEED \$75 EA LINES 5-8											
*9		AMR FUN-VIDEOS<	10/11-10/11	1	\$75.00	:30	1	TH	4P-5P	1	\$75.00
Station Remark: V2 NEED \$100 EACH LINES 9-12											
*13		NEWS	10/10-10/10	1	\$500.00	:30	1	W	9P-930P	1	\$500.00
Station Remark: V2 NEED \$1000 THIS LINE											
*14		NEWS	10/12-10/12	1	\$500.00	:30	1	F	9P-930P	1	\$500.00
Station Remark: V2 NEED \$1000 THIS LINE											

---REPORT TOTALS---

Report Totals: 5 / \$1,140.00

---SALES MONTHLY TOTALS---

Oct 12: 16 / \$2,560.00

EC'd Yes Last Received: 10/08/2012 8:25 AM Showing Buylines: Last Sta Revised Lines

Station KASA-TV ALBUQUERQUE, NM.  
 Advertiser ( ) MICHELLE LUIAN-GRIS  
 Product Candidate  
 Estimate# 1736  
 Buyer Michele Certo  
 Phone#  
 Fax#

Agency ( ) THE NEW MEDIA FIRM  
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 Flight Dates 10/10/2012 - 10/16/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

Sales Totals: 16 / \$2,560.00  
 Station Totals: 16 / \$2,560.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$32,000	CABL 0%	KASA 8%	KASY 0%	KLUZ 0%	KOAT 37%
		KOB 29%	KRQE 26%	KWBQ 0%		

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12  
 Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

# Spot Manager: All, 10/10/12-10/16/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Michelle Lujan-Grisham 1 Dist Congress

Agency: New Media Firm

Line: 1

Time Period: 7a-8a

213177 06861695 1736 10/10/12 :30 P5 7:30:10 AM Candidate TV109X10812 \$15.00

\$15.00

\$15.00

Line: 2

Time Period: 7a-8a

213177 06861695 1736 10/11/12 :30 P5 7:32:56 AM Candidate TV109X10812 \$15.00

\$15.00

\$15.00

Line: 3

Time Period: 7a-8a

213177 06861695 1736 10/12/12 :30 P5 7:07:29 AM Candidate \$15.00

\$15.00

\$15.00

Line: 4

Time Period: 7a-8a

213177 06861695 1736 10/16/12 :30 P5 7:29:42 AM Candidate \$15.00

\$15.00

\$15.00

Line: 15

Time Period: 9p-930p

213177 06861695 1736 10/15/12 :30 P4 9:18:27 PM Candidate \$500.00

\$500.00

\$500.00

Line: 16

Time Period: 9p-930p

213177 06861695 1736 10/16/12 :30 P4 9:37:26 PM Candidate \$500.00

\$500.00

\$500.00

Line: 17

Time Period: 4p-5p

213177 06861695 1736 10/11/12 :30 P3 4:15:26 PM Candidate TV109X10812 \$100.00

\$100.00

\$100.00

Line: 18

Time Period: 4p-5p

213177 06861695 1736 10/12/12 :30 P3 4:14:26 PM Candidate \$100.00

\$100.00

\$100.00

Line: 19

Time Period: 4p-5p

213177 06861695 1736 10/15/12 :30 P3 4:30:22 PM Candidate \$100.00

\$100.00

\$100.00

Line: 20

Time Period: 9p-930p

213177 06861695 1736 10/10/12 :30 P3 9:23:10 PM Candidate TV109X10812 \$1,000.00

\$1,000.00

\$1,000.00

Line: 21

Time Period: 12p-1p

213177 06861695 1736 10/10/12 :30 P3 12:44:29 PM Candidate TV109X10812 \$75.00

\$75.00

\$75.00

[Sorted by: Line]

WIDEORBIT  
H E R I T

Spot Manager: All, 10/10/12-10/16/12 (10/11/12 11:29:46 AM)

# Spot Manager: All, 10/10/12-10/16/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Michelle Lujan-Grisham 1 Dist Congress

Agency: New Media Firm

Line: 21

Time Period: 12p-1p

\$150.00
\$150.00

Line: 22

Time Period: 12p-1p

\$50.00	213177 06861695 1736	10/15/12	:30	P4	12:18:56 PM	Candidate	\$50.00
\$50.00							\$50.00
\$50.00							\$50.00
\$2,560.00							\$2,560.00
\$2,560.00							\$2,560.00
\$2,560.00							\$2,560.00
\$2,560.00							\$2,560.00

[Sorted by: Line]

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE      ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, The New Meida Firm,

being/on behalf of: Michelle Lujan Grisham, a legally

qualified candidate of the Democratic political

party for the office of: US Congress

in the Primary Election

election to be held on: June 5, 2010

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule					

**Total Charges:** see schedule

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

US Congress, NM-01

I represent that the payment for the above described broadcast time has been furnished by:

Committee to Elect Michelle Lujan Grisham

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Bruce F. Malott, CPA

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

Date  
4/23/12

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

## CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, The New Media Firm for Michelle Lujan Grisham

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

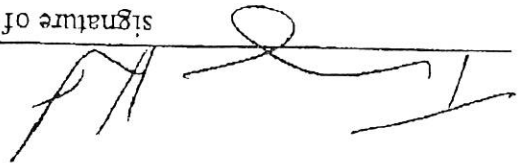
☐

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒

the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee



printed name

Tierney Hunt

date